



Trumansburg Farmers' Market (TFM) Vendor Survey, February 22, 2012

The purpose of this survey is to gather information for long-range TFM planning and baseline economic data for the Village of Trumansburg. The data collected are anonymous. No individual vendor data will be shared with any internal or external institution, party, or group.

1. Are you (check one): A vendor who participated in 2011? ☐ A new prospective vendor? ☐
A former vendor thinking about returning? ☐
2. If a current vendor, for how many years have you been a TFM vendor? _____
3. In 2011, were you a ☐ season vendor or a ☐ day vendor? (Please check one.)
4. In 2011, how many days did you vend at Trumansburg Farmers Market (out of 22)? _____
5. If you were a day vendor, would you have participated on more days if space had been available?
☐ yes ☐ no
6. What have you sold or do you want to sell at the TFM? (Please check all that apply.)

<input type="checkbox"/> Produce (fruits and veggies)	<input type="checkbox"/> Meats	<input type="checkbox"/> Baked goods
<input type="checkbox"/> Eggs	<input type="checkbox"/> Plants	<input type="checkbox"/> Processed food (jam, honey, syrup, etc.)
<input type="checkbox"/> Cheese/other dairy	<input type="checkbox"/> Cut flowers	<input type="checkbox"/> Prepared food
<input type="checkbox"/> Other _____	<input type="checkbox"/> Health/beauty	<input type="checkbox"/> Crafts (what kind?) _____
7. How else do you sell your product(s)? (Please check all that apply.)

<input type="checkbox"/> Home/farm	<input type="checkbox"/> Restaurants	<input type="checkbox"/> Online
<input type="checkbox"/> CSA	<input type="checkbox"/> Other farmers' markets (which ones?)	<input type="checkbox"/> Other
<input type="checkbox"/> Store(s)		
8. Roughly what percentage of your 2011 product sales were at the TFM? _____
9. What was your total income from TFM sales in 2011?

<input type="checkbox"/> \$100–500	<input type="checkbox"/> \$1501–2000	<input type="checkbox"/> \$3001–4000
<input type="checkbox"/> \$501–1000	<input type="checkbox"/> \$2001–2500	<input type="checkbox"/> \$4001–5000
<input type="checkbox"/> \$1001–1500	<input type="checkbox"/> \$2501–3000	<input type="checkbox"/> \$5001 or more
10. If you have been a TFM vendor for several years or more, how did your 2011 sales compare with earlier years? (Please check one.)
☐ About the same ☐ Decreased ☐ Increased
11. How many people are involved in your business, including you, your family, and employees? (Provide a number beside relevant categories) Full-time _____ Part-time _____
Seasonal _____ Market day help only _____
12. How often do you buy gas in Trumansburg on Farmers' Market day? (Check one.)
☐ frequently ☐ sometimes ☐ never
13. Do you shop/have appointments in Trumansburg on Farmers' Market day? (Check one.)
☐ frequently ☐ sometimes ☐ never

(OVER)

HELPING TO DEVELOP OUR MARKET: The list of people who want to vend at TFM is growing and already exceeds our space; the Manager and Board face challenges in assigning spots equitably without discouraging new vendors. We also need to improve visibility of the market to increase the number of customers. Your creative suggestions/feedback on these next questions will really help. Please use as much space as you need to respond.

14. What is the best way for the TFM board to communicate with you?

☐ e-mail ☐ phone ☐ snail mail ☐ at Market ☐ other

15. Would you consider serving on a new committee?

☐ Publicity/Marketing ☐ Events/Programming
☐ Development/Fundraising ☐ Buildings/Grounds (includes maintaining flower beds)

16. If the TFM can add more opportunities, would you consider vending at (circle all that apply):

T'burg Plant Sale in May yes / maybe / no Winter indoor TFM yes / maybe / no

T'burg Winter Fest yes / maybe / no Wednesday TFM in May yes / maybe / no

Saturday TFM (perhaps a few pilot markets this summer?) yes / maybe / no

17. Please comment about your experience at the TFM.

18. Please share any suggestions you have for improving the Trumansburg Farmers' Market.